GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Planning Department -A.P. State Planning Board (APSPB) – Providing Citizen Experience Management Services to the Government of Andhra Pradesh – Establishmentof Call Centre for Citizen Feedback on Various Schemes & Policy Initiatives – Orders – Issued.

PLANNING (XIV) DEPARTMENT

G.O.MS.No. 4 Dated: 23-03-2017

Read the following:-

1. Note of Vice Chairman, A.P. State Planning Board, Dated:01.12.2016.
2. Agreement between Andhra Pradesh Centre for Financial Systems and Services (APCFSS) and M/s Karvy Data Management services Limited

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ORDER:

The Government of Andhra Pradesh is embarking on various initiatives for establishing direct contact with the beneficiaries of various government schemes/programs/projects that are being implemented in the State to obtain continuous feedback on the impact and efficiency of implementation of these programs/schemes/projects. Government envisions that an institutionalized mechanism to channelize all these initiatives through a focused and sustained manner is a very important and integral component for its effectiveness. This mechanism is expected to contribute to the transformation of governance in general or a specific scheme in particular. In this direction, a proposal was submitted vide reference 1st read above, indicating the broad parameters on which such a mechanism should be set up and the approach to operationalize the same.

2. Government after careful examination of the proposal, hereby accord permission to the Andhra Pradesh State Planning Board (APSPB) for the establishment of a Citizen Experience Management Services Centre for the Government of Andhra Pradesh with the following objectives and broad operational guidelines:-

i) The Centre will facilitate getting continuous feedback through different means like - live chat, web chat, outbound and inbound telephony, predictive dialling, IVRS and surveys - on service delivery and citizen satisfaction under various schemes and policy initiatives being implemented by the Government;

ii) The Centre will have trained human resources on the various methods of feedback gathering and recording that will be deployed at the Centre and specifically on the etiquettes and call management tactics when contacting the beneficiaries;

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iii) The Centre will facilitate a grievance redressal mechanism process that is integrated with the continuous feedback;

iv) The Centre will be operated on an outsourcing basis, by a competent agency with the necessary expertise and experience, under the supervision of Andhra Pradesh State lanning Board (APSPB);

v) The outsourcing will be initially for a period of three years, which may be extended further after review at the end of three years and Andhra Pradesh Centre for Financial Systems and Services (APCFSS) will be identifying a competent agency and enter into a contract with the selected agency on behalf of APSPB;

vi) APSPB will set up a Steering Committee, under the Chairmanship of Vice-Chairman, APSPB or a nominee, consisting of representatives from APSPB, APCFSS and the selected agency to monitor and review the operations to ensure seamless delivery of services;

vii) APSPB will set up a Hi-Power Steering Committee, under the Chairmanship of Hon'ble Chief Minister, consisting of representatives at a minimum from APSPB, Planning Department, Finance Department and the administrative departments of the implementing agencies, to review the feedback, redressal mechanisms and determine actions to be taken periodically; and

viii) Expenditure for this project will be met from the budget of Planning Department.

3. Based on the above, Andhra Pradesh Centre for Financial Systems and Services (APCFSS), a corporation under the administrative control of Finance Department, has issued a short tender for the identification of a managed services provider on an outsourced basis to setup the Citizen Management Experience Services Centre to the Government of Andhra Pradesh. The tender evaluation committee consisting of representatives of APCFSS, APSPB and Finance Department shortlisted M/s. Karvy Data Management Services Limited, based on the technical and commercial proposal submitted by them meeting our requirements of the tender. M/s.Karvy Data Management Services Limited have set up similar centres for other states, which is deemed to be the key requisite experience and qualifications to provide these services. Andhra Pradesh Centre for Financial Systems and Services (APCFSS) entered into an agreement with M/s. Karvy Data Management Services Limited vide reference 2nd read above to set up and operationalize the Citizen Experience Management Services Centre to the Government of Andhra Pradesh.

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4. As per the agreement M/s. Karvy Data Management Services Limited will submit invoices as per the procedures agreed to in the contract between M/s. Karvy Data Management Services Ltd and APCFSS. Planning Department will release the funds to APCFSS, every quarter in advance. A detailed quarterly progress report for every financial year of the project period will be submitted by APCFSS, based on which APSPB will release the funds to APCFSS to meet the contractual requirements. APCFSS will submit a quarterly utilization certificate for these funds before the release of the next tranche.

5. This order issues with the concurrence of Finance Department vide their U.O.No.37027/4/FMU-GAD.II/2017, dated: 15.02.2017.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJEYA KALLAM,
CHIEF SECRETARY TO GOVERNMENT.

To
The Principal Secretary, Finance Department.
The Secretary(E.O.), Planning department.
The C.E.O., Andhra Pradesh Centre for Financial Systems
and Services(APCFSS), Vijayawada.

Copy to:
The P.S. to the Vice Chairman, A.P. State Planning Board, Vijayawada.
The P.S. to the Chief Secretary to Government.
The P.S. to Special Chief Secretary to C.M.
The P.S. to Special Chief Secretary to Govt., Finance Department.
The P.S. to the Minister for Finance.
The Finance (FMU-GAD.II) Department.
The Dy. P.A.O., A.P. Secretariat, Velagapudi.
The P.A.O., Ibrahimpatnam, Vijayawada.
The Accountant General, A.P., Hyderabad.
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER.